Philips
widescreen flat TV with
Pixel Plus

37"

LCD integrated digital

37PF7531D

Turn up your viewing experience

with Digital Tuner and Pixel Plus

Digital TV does not get much better! This Flat TV has Pixel Plus for breathtaking natural pictures, Active Control for optimum brightness, Electronic Program Guide for digital TV combined in a contemporary design.

Breathtaking natural pictures
- High definition LCD WXGA display, resolution 1366 x 768p
- Integrated Digital Tuner for DVB-T reception
- HD ready for the highest quality display of HDTV signals
- Pixel Plus for sharper details, depth and clarity

Superb sound reproduction
- Virtual Dolby Surround for a cinema-like audio experience

Slim, stylish design to complement your interior
- Compact and slim design that fits in every room

Designed for your convenience
- Watch analog TV while recording a digital program

For advanced performance
- HDMI for full digital High Definition connection

PHILIPS
sense and simplicity

widescreen flat TV with Pixel Plus
37" LCD integrated digital

37PF7531D/10

Specifications

Picture / Display
- Aspect ratio: 16:9
- Brightness: 600 cd/m²
- Contrast ratio (typical): 800:1
- Dynamic screen contrast: 3200:1
- Response time (typical): 8 ms
- Viewing angle: 176° (H) / 176° (V)
- Diagonal screen size: 37 inch / 94 cm
- Display screen type: LCD WXGA Active Matrix TFT
- Panel resolution: 1366 x 768p
- Picture enhancement: Pixel Plus, 3/2 - 2/2 motion pull down, 3D combfilter, Active Control, Colour Temperature Adjustment, Contrast plus, Digital noise reduction, Jagged line suppression, Luminance transient improver, Progressive scan, Pulse Killer Chip, Sharpness adjustment
- Screen enhancement: Anti reflection coated screen

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
720 x 400	70Hz
800 x 600	56, 60, 72, 75Hz
1024 x 768	60, 70, 75Hz

- Video formats

Resolution	Refresh rate
640 x 480i	1Fh
640 x 480p	2Fh
720 x 576i	1Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh

Sound
- Equaliser: 5-bands
- Output power (RMS): 2 x 15W
- Sound enhancement: Dynamic bass enhancement
- Sound system: Stereo, Virtual dolby surround

Loudspeakers
- Built-in speakers: 4
- Loudspeaker types: Dome tweeter

Tuner / Reception / Transmission
- Aerial input: 75 ohm coaxial (IEC75)
- TV system: PAL B/G, PAL D/K, SECAM B/G, SECAM D/K
- DVB: DVB Terrestrial *
- Tuner bands: Hyper band, S channel, UHF, VHF
- Number of preset channels: 100
- Tuner display: PLL
- Video playback: NTSC, PAL, SECAM

Connectivity
- Ext 1 Scart: Audio L/R, CVBS in/out, RGB
- Ext 2 Scart: Audio L/R, CVBS in/out, RGB out, S video in
- Number of scarts: 2
- Ext 4: YPbPr
- Ext 5: HDMI
- Ext 6: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone out, S video in
- Other connections: S/PDIF out (coaxial), Common Interface

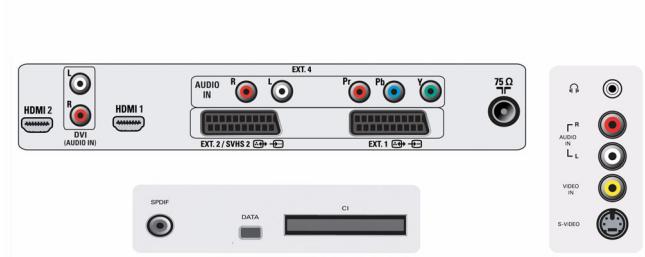
Convenience
- Clock: Sleep timer, Wake up clock
- Ease of installation: Auto programme naming, Automatic Channel Install (ACI), Automatic Tuning System (ATS), Auto store, Fine tuning, Plug & Play, Program name, Sorting
- Ease of Use: Auto volume leveller (AVL), Easy toggle Dig/Analogue modes, Program list, Side Control, Smart picture control, Smart sound control, Watch analogue/record digital
- Picture in Picture: Picture in graphics
- Remote control: TV, Aux, DVD
- Remote control type: RC4343/01
- Screen format adjustments: 4:3, Movie expand 14:9, Movie expand 16:9, Subtitle Zoom, Super Zoom, Widescreen
- Teletext: 1,000 page Smart Text
- Teletext enhancements: 4 favourite pages, Program information line

Accessories
- Included accessories: Table top stand, Power cord, Quick start guide, User manual, Registration card, Warranty certificate, Remote control, Batteries for remote control
- Optional accessories: Floor stand

Dimensions
- Set dimensions (W x H x D): 1114 x 618 x 120.5 mm
- Dimensions (with base) (H x D): 683 x 306 mm
- Weight incl. packaging: 33 kg
- Product weight: 25.9 kg
- Box dimensions (W x H x D): 1191 x 830 x 330 mm
- Colour cabinet: Black Cabinet with Tempered Glass Deco Front
- VESA wall mount compatible: 800,400 mm

Power
- Ambient temperature: 5 °C to 40 °C
- Mains power: AC 220 - 240 V +/- 10%
- Power consumption: 186w W
- Power supply: AC 90-240
- Standby power consumption: < 2 W

Stereo system					Transmission system					
2CS DK	NICAM DK	2CS BG	NICAM I	NICAM LL'	PAL BG	PAL D/K	PAL I	SECAM BG	SECAM DK	SECAM LL'
•	•	•	•	•	•	•	•	•	•	•



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Product highlights

LCD WXGA display, 1366 x 768p
This WXGA display with state-of-the-art LCD screen technology gives you widescreen HD resolution of 1366 x 768p pixels. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colours. This vibrant and sharp image will provide you with an enhanced viewing experience.

Integrated Digital DVB-T tuner
The integrated DVB-T tuner lets you receive Digital Terrestrial TV to watch or record. This means you do not need an additional set top box or additional cables.

HD Ready
Enjoy the exceptional picture quality of a true High Definition TV signal and be fully prepared for HD sources like HDTV broadcast, Blu-ray DVD or HDVD. HD ready is a protected label that offers picture quality beyond that of progressive scan. It conforms to strict standards laid out by EICTA to offer an HD screen that displays the benefits of resolution and picture quality of a High Definition TV signal. It has a universal connection for both analogue YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60Hz.

Pixel Plus
Pixel Plus is a digital picture processing technology that increases the number of lines and the number of pixels. The result is razor sharp pictures with incredible detail and depth, every time from any source.

Virtual dolby surround
Virtual Dolby Surround is a processing technology for enhancing surround sound effects. It will create the sensation of Dolby Pro Logic without the necessity of additional rear speakers. You become totally immersed in your television experience.

Watch Analogue Record Digital

HDMI input
HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating any conversion to an analogue signal, it delivers an unblemished image. The non-degraded signal delivers reduced flicker and leads to a clearer picture. HDMI will intelligently communicate the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.